Remarks by Senator Warren G. Magnuson at the official opening of the FTC's Cigarette Testing Laboratory, 5/15/67

I am particularly pleased to be here at the opening of the FTC's cigarette testing laboratory, for this Commission has a longer and greater commitment to assuring dissemination of the truth about cigarette smoking than any other government organization. As long ago as 1945, the FTC issued a cease and desist order prohibiting a cigarette company from making false health claims to prospective smokers of its cigarettes. Since that time the Commission has continued diligently to police cigarette advertising; and its Trade Regulation Rule of 1964, calling for a cautionary label on cigarette packages and in cigarette advertising, was a landmark in the government's efforts to alert the public to the dangers of smoking. The creation of this cigarette testing laboratory is another extremely important step in the Commission's continuing effort to make available to the smoker those facts which will enable him at least to "choose his poison" selectively.

I am proud to be associated with the official opening of this laboratory through these ceremonies, and I like to think that the Commerce Committee's encouragement of the Commission's smoking education programs was instrumental in the initial decision to put it into operation. I also hope that through the request that reports from the Commission be transmitted quarterly to the Committee, we can work together to obtain the widest possible exposure for the testing results.

The great importance of this Commission project was clearly outlined last year when a special committee called by the Surgeon-General to review the medical opinion on the significance of tar and nicotine unanimously concluded: "The preponderance of scientific evidence strongly suggests that

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